

# EXECUTIVE SECRETARIAT

## ROUTING SLIP

TO:

		ACTION	INFO	DATE	INITIAL
1	DCI				
2	DDCI				
3	EXDIR		X (w/o atts)		
4	D/ICS		X (Attn: IR&DC)		
5	DDI		X (w/o atts)		
6	DDA		X		
7	DDO				
8	DDS&T		X (w/o atts)		
9	Chm/NIC				
10	GC				
11	IG				
12	Compt				
13	D/Pers				
14	D/OLL				
15	D/PAO				
16	SA/IA				
17	AO/DCI				
18	C/IPD/OIS				
19	NIO				
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SUSPENSE		Date			

Remarks

Executive Secretary

6 March 1985

Date

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Office of the Director

TO: Senior Executives

FROM: Gillian R. Gilhool  
Director, Executive Briefing Programs

RE: A One-Day "Executives-Only" Strategy Briefing

Executive Registry

85- 942

ARTIFICIAL INTELLIGENCE AND EXPERT SYSTEMS:  
What Users and Suppliers Must Know Today To Deploy These  
Technologies as Profitable Strategic Corporate Resources Tomorrow

I am sending you this special announcement to make absolutely certain that you are aware of a very important Executive Briefing we have planned for April 9, 1985, in Washington, D.C.; April 30, 1985, in Philadelphia, Pa; and May 16, 1985, in Princeton, New Jersey. It is called Artificial Intelligence and Expert Systems (AI/ES).

No doubt you have been deluged with a flood of reports about AI/ES. Almost simultaneously, you have read 1) that it will revolutionize the way you do business, and 2) that nothing "real" is happening yet. If you are like most members of senior management whom we have surveyed, you are intrigued by the possibilities of this powerful new tool but are too busy, too intimidated, or simply unable to sort out the truth. But you should, because the bottom line implications are staggering.

This Briefing has been designed by senior management for senior management. It will give you, in practical language, all the information you need to decide when, how, and whether to incorporate AI/ES into your products and processes. At the end of the Briefing, you will know the real prospects of AI/ES and how to avoid the biggest pitfalls.

To our knowledge, this is the first series of executive sessions to link corporate strategy with the potentially revolutionary concepts of AI and ES. These concepts are now being implemented in the most far-sighted corporations in America.

I think you should ask yourself if you can afford not to be completely up to date about these extraordinarily powerful technologies and their potential impact on your bottom line and competitive strategy.

(NOTE: The Briefing is strictly limited to senior management, and it could become oversubscribed very quickly. Please call Carol Junod, Temple University Center City Campus, at (215) 787-1500.

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